

April 13, 1995

To: ObU District Managers

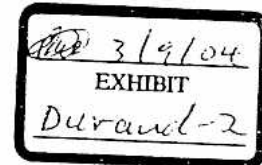
From: T.J. Sheehan

cc: ObU Regional Managers

Doug Durand
Joe Luminiello
Mike Carter
Kevin Lowe

Don Meek
Dean Sundberg
Antoinette Arcus

ON TIME ON TARGET



re: 1995 Sample Products in Balance Report

Attached is the Products in Balance report for January and February. We apologize for not getting the January information to you sooner, but with Lori leaving sample accountability, we spent her time training Mike and Antoinette.

Please note that the results are not good. After a superb finish to 1994, we really fell off in our attention to the details of sampling. In December, 88% of all sample products were in balance - our highest achievement ever! That number fell to 77% in January and fell even further to 70% in February. We anticipated that January would fall a little because of cards being rejected for not having the correct year in the date, but February should have come back to December levels. This worries me in the face of the upcoming Prevacid launch with the higher volume of sampling that will be going on.

Several disturbing incidents have occurred recently that I want to share with you:

- 1) After Lori Hernandez left a message four days before the February inventories were due that Epsilon would no longer accept any faxes of that information and it had to be at Epsilon on the due date in order to be included in the month end reports, seven reps FedEx'd their reports on the due date (they arrived one day late). The inventories are due to Epsilon around the 15th of the month following the inventory, so if a rep does their inventory on the first day of the month, there are 14 days for it to get to Epsilon. This should be more than enough time.
- 2) Just last week, three reps who have been sampling with TAP for over one year, called to find out how to handle the situation where they had to sample their physician from another rep's inventory. As everyone knows, this cannot be done, and now puts six people out of balance.
- 3) Another rep recently anticipated that he would have a sample variance, so he had several physicians sign cards for samples that they never did or would receive. Obviously, he created a variance and a bigger problem to rectify.

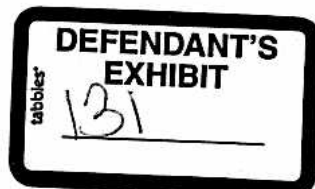
Again, it is attention to detail that makes this program work. As long as we can get our sampling information to Epsilon on time and accurately, we won't need to worry what our Products in Balance report will look like.

As you know, this sample program is in place so that TAP meets its legal obligations related to product sampling. With the upcoming launch of Prevacid and the increased sampling volume that will follow, we are really opening ourselves up to PDMA scrutiny.

We are off to a rocky start this year, but Antoinette, Mike and I are committed to helping you make this program a success. Please do not hesitate to call us if there is anything we can do to help.

TAP00063545

TAP Pharmaceuticals Inc.
2355 Waukegan Road
Deerfield, Illinois 60015



CONFIDENTIAL: Subject to Fed. R. Crim. Pr.
(s) and protective orders in U.S. v. Mahan
01-CR-01350-DPW (D.MASS.) and in re Lupton
Marketing and Sales Practices Litigation

MDL 1430, NO. 01-CV-10881 RGS (D.MASS.)
TAP COOP 0099027